

For Successful Nonprofits, Planning is Essential!

I. First things first: articulate your Foundational Statements:

- 1) Have a compelling Vision.
- 2) State your Mission clearly and concisely.
- 3) Know the Values that you stand for as an organization.

II. Then create your Strategic Plan and Roadmap:

- 4) Understand your landscape -- in terms of target community needs and your “competition”.
- 5) Understand your SWOT: strengths and weaknesses, as well as opportunities and threats.
- 6) Create your longterm strategic plan for reaching the “Vision-state” of your Mission or Purpose (for why you exist), highlighting key Milestones along the way.

III. Plan, plan, plan!

- Say what you will do. “Those who fail to plan, plan to fail.”
- Plan for the long term and the near term.
- Review and adjust plans at least yearly.

IV. Execute!

- Do what you said you will do.
- Stay in alignment with your Vision-Mission-Values.
- Stay on course with your Strategic Plan.

Written for OCCUR 2013 Capacity Building Program Participants by:

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“Partnering with people of purpose and passion to produce lasting impact.”

Further Reading: ARTICLES

- 📄 *“Strategic Planning (in nonprofit or for-profit organizations)”*, Carter McNamara. Authenticity Consulting, LLC. From online [Free Management Library](#) (SM) 🌟 http://managementhelp.org/plan_dec/str_plan/str_plan.htm
- 📄 *“Building Your Company’s Vision”*, James C. Collins, Jerry I. Porras. Harvard Business Review, September 1996. (also look at www.jimcollins.com).

ONLINE Resources

- 📄 🌟 www.suite101.com *Strategic Business Planning*, <http://strategic-business-planning.suite101.com>.
- 📄 [Free Management Library](#) (SM) 🌟 www.managementhelp.org. Authenticity Consulting, LLC.
- 📄 🌟 www.boardsource.org, Topics: Planning and Management, Strategic Planning, Mission, Vision, Value Statements.